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## **INDICIA FOR CONTAINERS**

10 This is a Continuation of Serial Number 09/474,160 filed December 29, 1999.

### **Background of the Invention**

15 In the intensely competitive markets for consumer goods, manufacturers attempt to capture the long term attention of consumers with their improved products. However, initially the consumer's attention must be attracted through advertising and/or product labeling. Often there is a need to communicate to the consumer several messages concerning the product. Therefore, the labels can become somewhat "busy."

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A goal which is sometimes in conflict with the need to impart extensive information through labeling is to provide the consumer with an attractive product, particularly an attractive package for use in the home. Much effort has been expended in recent years in designing packaging having a pleasing appearance.  
25 However, the favorable esthetic effect of the package can be diminished by labels brimming with verbiage.

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It is known to adhere permanently one ply to another. One of the plies may be a label. This is generally done for protection purposes.

It is known to adhere removably an opaque pressure sensitive label to a bottom ply. This has been done primarily to permit the consumer to remove the top label as a coupon, thereby leaving the bottom label intact.

5 A product sold under the name "Herbal Essence" by Clairol in a 24 oz.  
container used a two-ply structure wherein both plies were clear, but wherein the  
plies were adhered using a varnish.

10 Summary of the Invention

It has been discovered that the conflict between providing informative label graphics, on the one hand, and providing the consumer with an attractive package for use in the home on the other can be resolved by use of a package having a removable label, preferably one which is at least partially transparent. Much or all of the indicia for attracting the attention of the consumer to the product can be displayed on the label, which may be removed after purchase. Underneath the label may be either a wall of the container or a second ply having label information, an attractive design, or nothing. In a particularly preferred feature of the invention, the underlying package wall or underlying second ply contains indicia which can be seen through the first ply, thereby complementing the indicia on the top label.

One and/or both plies can be made of polypropylene. Preferably the top label is adhered to the second ply or to the container wall with a reworkable pressure sensitive adhesive such as an acrylic adhesive. In accordance with the invention, the top (or only) ply can readily be removed by the consumer with application of only modest force.

30           The container of the invention may be used for various household products, including personal washing products such as liquid and semi-liquid washing

5 products, soap bars and non-soap surfactant bars, laundry products such as detergents and fabric softeners and foods such as liquid and plastic margarines and other spreads. The container is preferably in the form of a thermoplastic bottle but may also be a carton or other container.

10 For a more complete understanding of the above and other features and advantages of the invention, reference should be made to the detailed description of preferred embodiments and to the accompanying drawings.

15 Brief Description of the Drawings

Fig. 1 is a front elevational view of a bottle according to the invention.

Fig. 2 is a side elevational view of the bottle of Fig. 1.

Fig. 3 is a top plan view of a label according to the invention.

20 Fig. 4 is a cross section along the lines of 4-4 of Fig 3.

Fig. 5 is a view similar to Fig. 4 but showing an alternate embodiment.

Detailed Description of the Invention

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Bottle 10 includes a base 12, front wall 14, side wall 16, and a shoulder 18 leading to finish 20 having external threads 24 for mating with internal threads on a closure (not shown). Bottle 10 further includes an opening 26 at its top for dispensing product. Additional features may optionally be present such as a  
30 drainback fitment or a pumping mechanism.

5           In accordance with the present invention, bottle 10 includes labeling composite 30. Labeling composite 30 includes two plies, a first or front ply 32 and second ply 34. Ply 32 is removably adhered to ply 34 by a reworkable pressure sensitive adhesive 36 which may be acrylic.

10           It is especially preferred that a portion of at least the outer ply 32 is translucent, and more preferably transparent. It is, thus, desirable that at least a portion of underlying label 34 can be seen through upper label 32. For instance, in Fig. 3, it is possible to see the illustration 40 of a tree disposed on lower label 34 through transparent portions of upper label 32. This provides an interesting  
15 multi-dimensional effect for the consumer. Moreover, the word-intensive upper label 32 may be removed by the consumer easily by grasping label 32 at corner 42 and peeling it away from underlying ply 34. As a result, the package which the consumer leaves in his or her bathroom, kitchen or other room, may include only a pleasant graphic design instead of the extensive verbiage which may be required  
20 on the outer label.

          Underlying ply 34 is preferably adhered to bottle wall 14 with a permanent acrylic adhesive.

25           The following tables set forth the preferred and most preferred amounts of force needed to remove the removable and permanent labels using protocol PSTC 1 modified for 72 hour dwell time.

Removable label adhered to:

30

Most Preferred

Preferred

Ross  
J6571(C)  
99-D023-A-TR

5	Stainless Steel:	19 oz/in avg.	Range: 8-35 oz/in.
	Acrylic:	17 oz/in avg.	Range: 8-35 oz/in.
	Glass:	15 oz/in avg.	Range: 8-35 oz/in.

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Permanent label adhered to:

	<u>Most Preferred</u>	<u>Preferred</u>
Stainless Steel:	62 oz/in avg.	Range: 50-75 oz/in.
10 Acrylic:	74 oz/in avg.	Range: 60-85 oz/in.
Glass:	61 oz/in avg.	Range: 50-75 oz/in.
Polypropylene	46 oz/in avg.	Range: 35-60 oz/in.

15 In a preferred embodiment, the graphics on the front label and on the graphics on the top label and on the underlying label complement each other. For instance, graphics on the upper label may form one part of the scene and graphics on the lower label may form a second part of the scene. However removal of the upper label will still leave the lower label with sufficient graphics to contribute to the attractive appearance of the container.

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While it is desirable that upper ply 32 is at least partially translucent, preferably transparent, it may also be desirable that underlying ply 34 be partially translucent or transparent to provide a desirable appearance for the package. As seen in Fig. 5, in accordance with an alternate embodiment of the invention, label structure 30' comprises label 32' removably adhered by acrylic adhesive 36' to bottle wall 34'. Bottle wall 34' may, for instance, have indicia for making the container more attractive or may lack any indicia whatsoever. In this embodiment it is preferred that label 32' is at least partially translucent, preferably transparent, although it may be opaque.

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5            Container 10 may be fabricated by any of many well known fabrication  
techniques including extrusion blow molding, injection blow molding and injection  
stretch blow molding 1 or 2 stage. It may be may be made of any of numerous  
materials, preferably thermoplastic materials such as polyethylene (HDPE, MDPE,  
LDPE, LLDPE), polypropylene (PP, OPP), polyvinyl chloride (PVC), polyethylene  
10    terephthalate (EPET, PETG, OPET) and polystyrene (PS, HIPS). Other materials  
from which the plies may be made include polyethylene (HDPE, MDPE, LDPE,  
LLDPE), polypropylene (PP, OPP), polyvinyl chloride (PVC), polyethylene  
terephthalate (EPET, PETG, OPET) and polystyrene (PS, HIPS). Other  
potentially suitable adhesive materials include acrylic based adhesives and rubber  
15    based adhesives.

            It should be understood, of course, that the specific forms of the invention  
herein illustrated and described are intended to be representative only as certain  
changes may be made therein without departing from the clear teachings of the  
20    disclosure. Accordingly, reference should be made to the appended claims in  
determining the full scope of the invention.